

University of California, Santa Cruz  
Economics 161A - Marketing  
Social Sciences 1 Room 110  
Lectures: Mon & Wed 9:00am-12:30pm  
Office Hours: Wed 7:45-8:45am and by appointment

Summer Quarter 2018  
Steve Owen  
459-5080 (no voicemail)  
Email: stowen@ucsc.edu  
Office: 411, Engineering 2

# Marketing (Econ 161A)

## I. Course Description

This course explores the theory and practice of marketing. Topics will include defining marketing as a practice and job function; understanding the marketplace and consumer value; and designing a customer value-driven strategy. The overall goal for this course is to provide students with a general grounding in marketing and understand the role of the marketing function in today's world. A variety of teaching methods will be used during this course, including lectures and experiential learning in the form of class discussions and in-class assignments. This course will also include a group project that will test students' ability to successfully research, analyze and present on an assigned marketing topic.

## II. Course Materials

### **Required:**

*Principles of Marketing*, 17<sup>th</sup> edition, by Kotler & Armstrong, Pearson, 2017. (Referred to below as **PoM**), with Pearson's **MyMarketingLab**.\*

\* MyMarketingLab is required. See details attached to this syllabus on how to sign up if you have not already done so. It is also recommended you explore the material available to you in MyMarketingLab as a useful supplement to this course.

## III. Lectures and Sections

### **Lectures**

Classes will typically consist of a lecture on text material, a discussion of a marketing topic, a group activity/discussion or an In-Class Assignment. Students are expected to complete any assigned reading in advance of the lecture. Students should bring a laptop, tablet or smartphone to class for use during specified portions of class. Use of electronic devices during class is not allowed apart from the times clearly indicated by the Instructor.

### **Sections**

In addition to lectures twice a week, there will also be discussion sections conducted by our Teaching Assistant, Ke Ma. These sections will review key material from lectures, homework and quizzes, provide an opportunity for enhanced discussions as well as guidance on the Marketing Minute group project. Attendance at and participation in sections is required and will be graded.

## **IV. Course Requirements**

### **Class and Section Attendance /Participation**

Both lecture attendance and section attendance are expected in this course and represents a significant portion of your grade. Please come to class and section well prepared to join in discussions and to ask relevant questions. Class and section participation is important to enhance a positive learning environment and to prepare you for the business world. The Class Participation portion of your grade represents both lecture and sections and will be based on attendance, discussion participation and scores on questions delivered via MyMarketingLab (Learning Catalytics) during class.

### **In Class Assignments and Homework**

Homework will be assigned periodically during the course and will be due before the start of the class period on the designated date. During lectures, In-Class Assignments (group and/or individual) may also be set and due at the end of class. Homework and In-Class Assignments will include simulations and other material from MyMarketingLab as well as other assignments as chosen by the Instructor. Assignments completed after the scheduled due date or class, will be eligible for no higher than 75% of the available points. No late assignments will be accepted if submitted more than 2 class days beyond the scheduled due date (except by prearranged consent of the Instructor).

### **Quizzes**

As part of selected lectures, quizzes will be given on recently covered topics. If Quizzes are assigned for completion outside of class, they are subject to the same submission requirements as Homework, as described above.

### **Exams**

As part of this course, there will be a closed book Mid-Term and a closed book Final Exam covering key course material drawn from our textbook (PoM), MyMarketingLab exercises, and topics delivered and discussed in lectures.

### **Marketing Minute**

Much of today's marketing and success in business generally is related to group work, teamwork and effectively presenting information. The Instructor is also a believer in experiential learning and the benefits of learning by doing. So in order to maximize the benefits of this marketing course, and to better prepare you for life in the business world, during the quarter we will be doing a "Marketing Minute" group project. For these Marketing Minutes, students will be divided into Teams of 4-6 and will develop a marketing plan for a chosen company. The deliverable for the Marketing Minute assignment will include a PowerPoint/Keynote presentation to the class, introducing the company, background and relevant marketing concepts. More details on the Marketing Minute assignment will be provided in due course. Class time will be allocated for Teams to prepare their Marketing Minute projects but outside preparation may also be required to successfully complete this assignment. Scoring for this project will include peer evaluations.

## **V. Evaluation and Grading**

Your evaluation/grade will be determined by your performance in the following:

Class Participation & In Class Activities	150 points
Homework	150
Quizzes	150
Mid Term Exam	150
Marketing Minute	150
Final Exam	250
<b>Total</b>	<b>1,000 points*</b>

\*Extra Credit available for setting up MyMarketingLab prior to the start of class on 7/30/18. (10 points)

## **Grade Scale**

A	=	94-100%
A-	=	90-93.9%
B+	=	87-89.9%
B	=	83-86.9%
B-	=	80-82.9%
C+	=	77-79.9%
C	=	73-76.9%
C-	=	70-72.9%

Note: Some grades/percentages will be visible to students via MyMarketingLab but official grades are kept by the Instructor.

## **VI. Office Hours and Sections**

The Instructor's office hours are 7:45–8:45am on Wednesdays and by appointment in 411 Engineering 2. If you need to contact the Instructor, please do so via email: [stowen@ucsc.com](mailto:stowen@ucsc.com).

The Teaching Assistant for this course is Ke Ma. Ke will running Sections at the following times and locations:

Thursdays	2-3:05pm	Social Sciences 2 Room 141
Fridays	11am-12:05pm	Social Sciences 2 Room 141

### **TA Office Hours:**

Ke Ma ([kma41@ucsc.edu](mailto:kma41@ucsc.edu)) Mondays 2-4pm 403G, Engineering 2

## **VII. Disability/Accommodation**

UC Santa Cruz is committed to creating an academic environment that supports its diverse student body. If you are a student with a disability who requires accommodations to achieve equal access in this course, please submit your Accommodation Authorization Letter from the Disability Resource Center (DRC) to me privately during my office hours or by appointment, preferably within the first two weeks of the quarter. At this time, I would also like us to discuss ways we can ensure your full participation in the course. I encourage all students who may benefit from learning more about DRC services to contact DRC by phone at (831) 459-2089 or by email at [drc@ucsc.edu](mailto:drc@ucsc.edu). If you wish to exercise your testing accommodation, you must notify me as your instructor at least 7 days prior to the exams so that we can secure testing space and a test proctor. Requests made inside 7 days may not be able to be accommodated.

## **VIII. Academic Integrity**

Academic integrity is expected of all students and misconduct, such as cheating, will be not be tolerated and will be swiftly managed per campus policy.

[https://www.ue.ucsc.edu/academic\\_misconduct](https://www.ue.ucsc.edu/academic_misconduct)

## **IX. Course Schedule**

<b><u>Week &amp; Dates</u></b>	<b><u>Topics</u></b>
1. July 30 & August 1 <b><i>“Marketing Minute” Groups Decided</i></b>	Intro to Marketing. <i>Prep:</i> PoM Ch.1 Company & Marketing Strategy. <i>Prep:</i> PoM Ch. 2 Marketing Information. <i>Prep:</i> PoM Ch. 4
2. August 6 & 8	Consumer Markets. <i>Prep:</i> PoM Ch. 5 Marketing Channels. <i>Prep:</i> PoM Ch. 12
3. August 13 & 15 <b><i>Midterm 8/15</i></b>	Integrated Marketing Communications. <i>Prep:</i> PoM Ch. 14 Advertising and PR. <i>Prep:</i> PoM Ch. 15
4. August 20 & 22	Sales Promotion. <i>Prep:</i> PoM Ch. 16 Digital Marketing. <i>Prep:</i> PoM Ch. 17
5. August 27 & 29 <b><i>Marketing Minute Presentations Begin</i></b> <b><i>Final Exam 8/29</i></b>	Competitive Advantage. <i>Prep:</i> PoM Ch. 18

The Instructor reserves the right to modify the course syllabus as the need arises.

## Student Registration Instructions

---

### To register for ECON 161A - Summer 2018 :

1. Go to [www.pearson.com/mylab](http://www.pearson.com/mylab) .
2. Under Register, select **Student** .
3. Confirm you have the information needed, then select **OK! Register now** .
4. Enter your instructor's course ID: **owen17156** , and **Continue** .
5. Enter your existing Pearson account **username** and **password** to **Sign In** .  
You have an account if you have ever used a MyLab or Mastering product.
  - » If you don't have an account, select **Create** and complete the required fields.
6. Select an access option.
  - » Enter the access code that came with your textbook or that you purchased separately from the bookstore.
  - » If available for your course,
    - Buy access using a credit card or PayPal.
    - Get temporary access.
7. From the You're Done! page, select **Go To My Courses** .
8. On the My Courses page, select the course name **ECON 161A - Summer 2018** to start your work.

### To sign in later:

1. Go to [www.pearson.com/mylab](http://www.pearson.com/mylab) .
2. Select **Sign In** .
3. Enter your Pearson account **username** and **password**, and **Sign In** .
4. Select the course name **ECON 161A - Summer 2018** to start your work.

### To upgrade temporary access to full access:

1. Go to [www.pearson.com/mylab](http://www.pearson.com/mylab) .
2. Select **Sign In** .
3. Enter your Pearson account **username** and **password**, and **Sign In** .
4. Select **Upgrade access** for **ECON 161A - Summer 2018** .
5. Enter an access code or buy access with a credit card or PayPal.